a company name, a product name, and/or the like. In such an example, it may be desirable to provide advertising associated with the commercial label. For example, the advertising may be included in the visual representation of the location identity, may be provided separately from any visual representation of the location identity, and/or the like. In such an example, the publisher, the document reader, the apparatus vendor, and/or the like, may be able to receive income associated with performance of the advertising. In this manner, such advertising may allow achievement of revenue streams for one or more parties associated with the apparatus.

[0185] In at least one example embodiment, the apparatus determines at least one commercial label, such that the commercial label is pertinent to content of a section of the document being displayed. For example, the commercial label may relate to a product name, a company name, a trademark, a slogan, and/or the like. In at least one example embodiment, determination of the commercial label comprises identification of metadata that corresponds with the commercial label. For example, the document may comprise metadata that includes information indicative of the commercial label. In at least one example embodiment, determination of the commercial label comprises identification of non-metadata content of the section that identifies the commercial label. In such an example, the non-metadata content relates to non-metadata textual information that identifies the commercial label.

[0186] In at least one example embodiment, the apparatus determines a visual advertisement associated with the commercial label. The apparatus may extract the visual advertisement from the document, may search for the visual advertisement based on the commercial label, and/or the like. In at least one example embodiment, the apparatus causes display of the visual advertisement in relation to the visual representation of the location identity, similarly as previously described.

[0187] At block 1402, the apparatus determines that, at least a part of, content of a section of a document is being displayed, similarly as described regarding block 602 of FIG. 6. At block 1404, the apparatus determines at least one character identity, similarly as described regarding block 604 of FIG. 6. At block 1406, the apparatus determines at least one location identity indicated by the section, similarly as described regarding block 606 of FIG. 6. At block 1408, the apparatus determines at least one visual representation of the location identity such that the visual representation of the location identity comprises a visual representation of the character identity that indicates a relationship between the character identity and the location identity, similarly as described regarding block 608 of FIG. 6.

[0188] At block 1410, the apparatus determines at least one commercial label. In at least one example embodiment, the commercial label is pertinent to content of the section. For example, the apparatus may base determination of the commercial label at least in part on a determination that the commercial label is comprised by the section of the document.

[0189] At block 1412, the apparatus determines a visual advertisement associated with the commercial label. The apparatus may further cause display of the visual advertisement.

[0190] Embodiments of the invention may be implemented in software, hardware, application logic or a combination of software, hardware, and application logic. The software, application logic and/or hardware may reside on the apparatus, a separate device, or a plurality of separate devices. If

desired, part of the software, application logic and/or hardware may reside on the apparatus, part of the software, application logic and/or hardware may reside on a separate device, and part of the software, application logic and/or hardware may reside on a plurality of separate devices. In an example embodiment, the application logic, software or an instruction set is maintained on any one of various conventional computer-readable media.

[0191] If desired, the different functions discussed herein may be performed in a different order and/or concurrently with each other. For example, block 1404 of FIG. 14 may be performed after block 1410. Furthermore, if desired, one or more of the above-described functions may be optional or may be combined. For example, block 1412 of FIG. 14 may be optional and/or combined with block 1410 of FIG. 14.

[0192] Although various aspects of the invention are set out in the independent claims, other aspects of the invention comprise other combinations of features from the described embodiments and/or the dependent claims with the features of the independent claims, and not solely the combinations explicitly set out in the claims.

[0193] It is also noted herein that while the above describes example embodiments of the invention, these descriptions should not be viewed in a limiting sense. Rather, there are variations and modifications which may be made without departing from the scope of the present invention as defined in the appended claims.

What is claimed is:

1. An apparatus, comprising:

at least one processor;

at least one memory including computer program code, the memory and the computer program code configured to, working with the processor, cause the apparatus to perform at least the following:

determine that, at least a part of, content of a section of a document is being displayed;

determine at least one character identity, the character identity being pertinent to content of the section;

determine at least one location identity indicated by the section, the location identity being indicative of a location of a character indicated by the character identity; and

determine at least one visual representation of the location identity such that the visual representation of the location identity comprises a visual representation of the character identity that indicates a relationship between the character identity and the location identity.

2. The apparatus of claim 1, wherein the memory includes computer program code configured to, working with the processor, cause the apparatus to perform:

causation of display of the visual representation of the location identity; and

receipt of information indicative of a document browsing input, wherein the causation of display of the visual representation of the location identity is based, at least in part, on the document browsing input.

3. The apparatus of claim 1, wherein the memory includes computer program code configured to, working with the processor, cause the apparatus to perform:

determination of at least one other character identity, the other character identity being pertinent to content of the section and being different than the character identity; and